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SUBJECT: ENERGY LABELING PAPER FOR CONSUMER POLICY
COMMITTEE MEETING, MONDAY, JANUARY 19

BELOW IS TEXT OF SUBJECT PAPER PROMISED BY US FOR
CONSUMER POLICY COMMITTEE MEETING JANUARY 19.

-- ENERGY LABELING BY THE FEDERAL GOVERNMENT

1. ENERGY LABELING AND THE "ENERGY POLICY AND CONSERVATION
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ACT" OF 1975 -- THE FEDERAL GOVERNMENT HAS EMBARKED UPON A

PROGRAM TO INFLUENCE CONSUMERS TO SAVE ENERGY. ONE WAY TO INFLUENCE BUYING BEHAVIOR IS TO PROVIDE THE CONSUMER WITH ANNUAL OPERATING COST DATA FOR VARIOUS CONSUMER PRODUCTS AND ALSO TO INDICATE A MEASURE OF ENERGY EFFICIENCY FOR THESE PRODUCTS (SEE POINT 6 BELOW.) THIS IS A PART OF A LARGER PROGRAM AS OUTLINED IN THE ENERGY POLICY AND CONSERVATION ACT OF DECEMBER 22, 1975 WHICH SEEKS TO DETERMINE AN OVERALL NATIONAL ENERGY PROGRAM FOR THE COMING YEARS. THIS ACT HAS A VARIETY OF OBJECTIVES AND THESE CAN BE INTERPRETED CONSTITUTING THE ENERGY POLICY OF THE UNITED STATES SPECIFICALLY, THE PURPOSE OF THE ACT IS TO:

1. REDUCE DEMAND FOR ENERGY THROUGH THE IMPLEMENTATION

OF ENERGY CONSERVATION PLANS.

2. FULFILL OBLIGATIONS OF THE UNITED STATES UNDER THE INTERNATIONAL ENERGY PORGRAM.

3. PROVIDE FOR THE CREATION OF A STRATEGIC PETROLEUM RESERVE.

4. INCREASE THE SUPPLY OF FOSSIL FUELS IN THE U.S.

5. CONSERVE ENERGY SUPPLIES THROUGH ENERGY CONSERVATION PROGRAMS.

6. PROVIDE FOR IMPROVED ENERGY EFFICIENCY AND ENERGY LABELING OF MOTOR VEHICLES, MAJOR APPLIANCES AND CERTAIN OTHER CONSUMER PRODUCTS.

7. REDUCE DEMAND FOR PETROLEUM BY PROVIDING GREATER AVAILABILITY OF THIS NATION'S COAL RESOURCES.

8. PROVIDE A MEANS FOR VERIFICATION OF ENERGY DATA.

II. HISTORICAL EVOLUTION OF ENERGY LABELING IN THE U.S.

SEVERAL FEDERAL AGENCIES, PRIMARILY THE FEDERAL ENERGY ADMINISTRATION, THE DEPARTMENT OF COMMERCE (THROUGH THE LIMITED OFFICIAL USE

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NATIONAL BUREAU OF STANDARDS), THE FEDERAL TRADE COMMISSION, THE ENVIRONMENTAL PROTECTION AGENCY, AND THE OFFICE OF CONSUMER AFFAIRS, HAVE BEEN WORKING TO DEVELOP A PROGRAM THAT WOULD HELP CONSUMERS SAVE ENERGY THROUGH MORE EFFICIENT CONSUMPTION AND MORE EFFICIENT ENERGY PURCHASING PRACTICES. THIS EFFORT BEGAN PRIOR TO PROJECT INDEPENDENCE (MARCH, 1974) BUT HAS BEEN GREATLY ACCELERATED SINCE. THE BASIC THRUST OF FEDERAL POLICY

IS TO PROVIDE THE CONSUMER WITH INCREASED INFORMATION IN ORDER TO INFLUENCE CONSUMERS TO BUY PRODUCTS THAT CONSUMES LESS ENERGY. THE DEPARTMENT OF COMMERCE'S VOLUNTARY LABELING PROGRAM FOR HOUSEHOLD APPLIANCES AND EQUIPMENT HAS NOW BEEN REPLACED BY THE VARIOUS MANDATORY LABELING PROVISIONS OF THE ENERGY POLICY AND CONSERVATION ACT; AND PROCEDURES FOR TESTING AND LABELING CONSUMER PRODUCTS THAT HAVE BEEN DEVELOPED WILL MOST LIKELY BECOME MANDATORY.

III. AUTOMOTIVE FUEL ECONOMY LABELING

THE MOTOR VEHICLE INFORMATION AND COST SAVINGS ACT HAS BEEN AMENDED TO REQUIRE FUEL ECONOMY LABELING OF AUTOMOBILES INCLUDING AN INDICATION OF BOTH THE URBAN

AND HIGHWAY FUEL ECONOMIES. THE LABEL WILL ALSO STATE THE ESTIMATED ANNUAL FUEL COSTS ASSOCIATED WITH THE OPERATION OF AUTOMOBILES AND THE RANGE OF FUEL ECONOMY OF COMPARABLE AUTOMOBILES. FACTUAL DATA WILL BE GATHERED IN ACCORDANCE WITH PROCEDURES ESTABLISHED IN THE EPA AND FEA VOLUNTARY FUEL ECONOMY LABELING PROGRAM FOR AUTOMOBILES AS NOTED IN THE FEDERAL REGISTER (40 F.R. 26058) ON JUNE 20, 1975. THE ENVIRONMENTAL PROTECTION AGENCY IS REQUIRED TO COMPILE AND COMPARE A SIMPLE AND READILY UNDERSTANDABLE BOOKLET CONTAINING DATA ON FUEL ECONOMY OF AUTOMOBILES MANUFACTURED IN EACH MODEL YEAR. THE BOOKLET SHALL ALSO CONTAIN INFORMATION WITH RESPECT TO ESTIMATED ANNUAL FUEL COSTS AND MAY CONTAIN INFORMATION WITH RESPECT TO GEOGRAPHICAL OR OTHER DIFFERENCES IN ESTIMATING ANNUAL FUEL COSTS. THESE BOOKLETS ARE TO BE WIDELY DISTRIBUTED.

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IV. THE LABELING OF CONSUMER PRODUCTS UNDER THE ACT

CONSUMER PRODUCTS SUCH AS REFRIGERATORS, REFRIGERATOR-FREEZERS, FREEZERS, DISHWASHERS, CLOTHES DRYERS, WATER HEATERS, ROOM AIR CONDITIONERS, HOME HEATING EQUIPMENT, TELEVISION SETS, KITCHEN RANGES AND OVENS, CLOTHES WASHERS, HUMIDIFIERS AND DEHUMIDIFIERS, CENTRAL AIR CONDITIONERS AND FURNACES ARE INCLUDED IN THE MANDATORY LABELING PROVISION.

THE FEDERAL ENERGY ADMINISTRATION IS TO DIRECT THE NATIONAL BUREAU OF STANDARDS TO DEVELOP TEST PROCEDURES FOR THE DETERMINATION OF:

1. ESTIMATED ANNUAL OPERATING COST; AND

2. AT LEAST ONE OTHER USEFUL MEASURE OF ENERGY CONSUMPTION WHICH IS LIKELY TO ASSIST CONSUMERS IN MAKING PURCHASING DECISIONS.

THE NATIONAL BUREAU OF STANDARDS HAS DEVELOPED CRITERIA FOR THE DESIGN AND INFORMATION CONTENT OF CONSUMER PRODUCT LABELS. SO FAR THEY HAVE PROPOSED THE FOLLOWING:

1. INFORMATION ON THE DOLLAR COST OF OPERATION SHOULD BE FAR MORE PROMINENTLY FEATURED THAN ANY OTHER INFORMATION ELEMENT.

2. THE DOLLAR OPERATING COST SHOULD BE STATED AS AN ANNUAL FIGURE.

3. ENERGY EFFICIENCY INFORMATION SHOULD BE BASED ON

STANDARD USAGE AND LABELED AS SUCH WHEREVER POSSIBLE.

(IN OUR PREVIOUS REPORT TO THIS BODY WE NOTED THE DEVELOPMENT OF THE ENERGY EFFICIENCY RATION FOR AIR CONDITIONERS WHICH IS THE RATIO OF BTU'S TO WATTS.)

IN ADDITION, THE DEPARTMENT OF COMMERCE HAS DEVISED REASONABLE PROCEDURES FOR MANUFACTURERS TO NOTIFY DISTRIBUTORS AND RETAILERS OF THE NEED FOR AND THE LIMITED OFFICIAL USE

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PROCEDURE FOR RELABELING RERATED UNITS IN THE PIPELINE AS WELL AS PROCEDURES FOR AUTHENTICATING THE RELABELING EFFORT. KISSINGER

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